

General Plan 101

Roadmap for the future

What is a General Plan?

A General Plan (GP) is a statement of community goals and development policies, including maps, any necessary diagrams and text setting forth objectives, principles, and standards for a ten (10) year period.

Chapters (called Elements in the GP) describe the community's vision for use of the land, location of roads, streets, and highways, recreation, economic development and other factors that affect communities in many ways.

Clarkdale's General Plan Elements will include the following topics:

Land Use

Cost of Development

Environmental Resources

Historic Preservation

Sustainability

Circulation

Economic Development

Community Design Recreation

Housing

Education

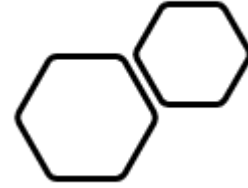
Water Resources

Recreation

Open Space



Focus Areas



To provide a more targeted discussion, the Elements have been divided into two Focus Areas: Land Use & Development, and Quality of Life. Both Focus Areas are equally important to the future of Clarkdale.

Land Use and Development

- Land Use
- Circulation
- Water Resources
- Cost of Development
- Economic Development
- Environmental Resources

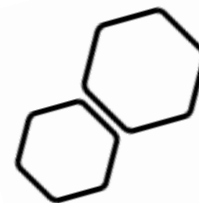
Quality of Life

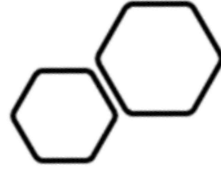
- Community Design and Historic Preservation
- Recreation
- Housing
- Open Space
- Sustainability
- Education



Focus Area: Land Use and Development

These elements focus on the physical aspects of the community – how land is used, where streets and roads should go, the availability of water, and how economic and environmental resources are used.





Land Use

Much like the Zoning Ordinance, the Land Use element designates areas for certain uses, or Land Use designations. Unlike zoning districts, these designations are broad in scope and can encompass more than one zoning district.

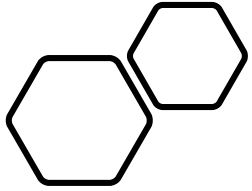
Land Use designations include Public Lands, Neighborhood Commercial, Low Density Residential, and similar broad descriptions of use. Each Land Use designation has specific zoning districts that it supports.





Circulation and Transportation

A well-planned community is one that is easy to navigate, no matter what mode of transportation you are using. Connectivity with nearby communities is crucial, and the ability to travel safely is of utmost importance. Clarkdale's Circulation Plan not only considers local streets and roads, but how they interrelate with county, state and federal roadways. Planning now for future circulation and transportation routes will help alleviate congestion in the next ten years – and beyond.



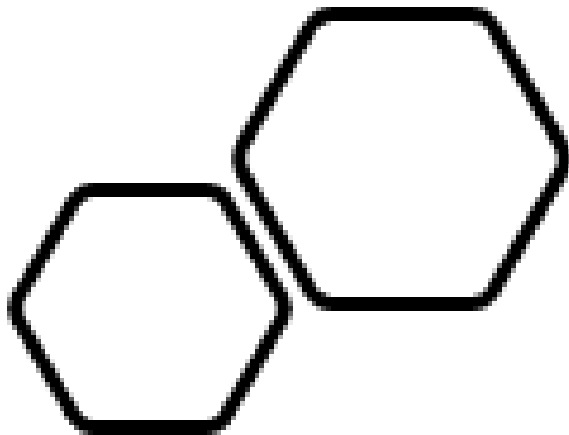
Water Resources

Water is life, and nowhere is that more evident than in Clarkdale. Availability of water for residential use is critical to the citizens of Clarkdale, and conservation of this scarce resource is foremost in their minds.

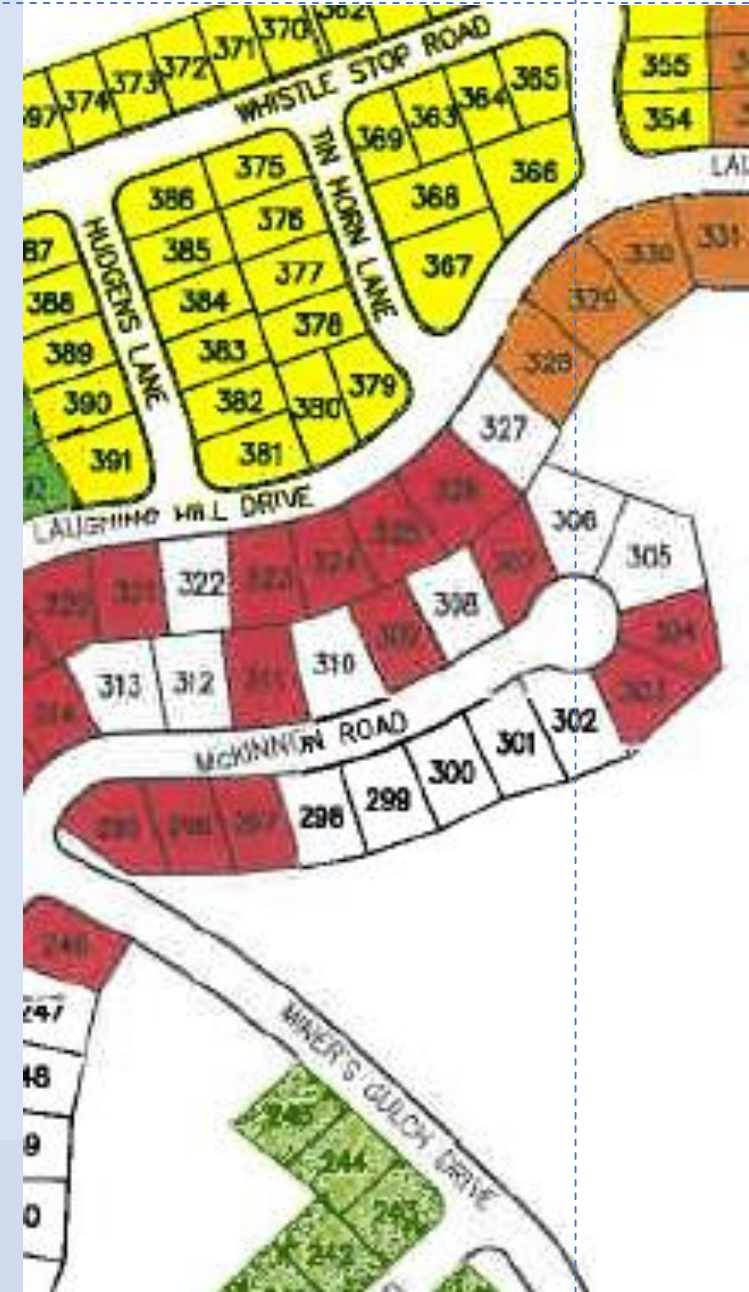
The ability to treat water and transport it through a network of pipes directly impacts growth in the community. Planning for extensions of that system now helps dictate where future growth will occur.

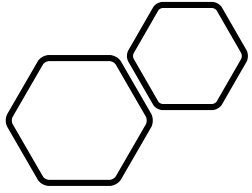


Cost of Development



- In Arizona, the cost of development is borne by the developer. Knowing what type of roads are required, whether water and sewer is available to the site, and what other improvements might be needed helps determine the cost of development.
- At times, cost sharing or reimbursement from one developer to another, creating a Community Facilities District, or implementing a Government Property Lease Excise Tax agreement may be necessary. Discussing the details of these and other financing mechanisms will set the framework for funding development projects.





Economic Development

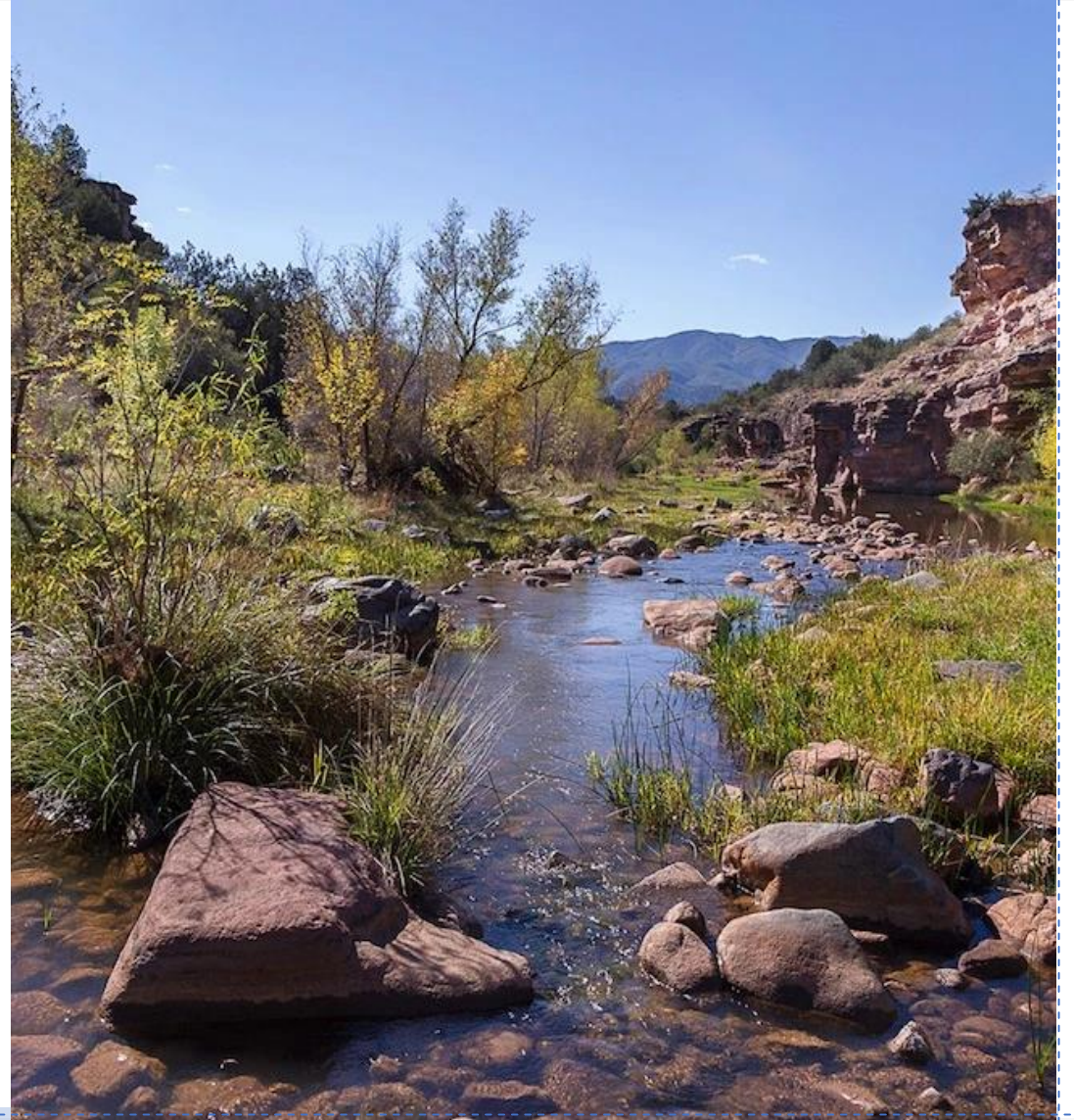
Economic Development is not any one “thing”. It includes tourism, retail recruitment, business retention, and attracting job creators. Ensuring that sites match needs, supporting infrastructure is in place, and a ready workforce is available are all factors that impact Economic Development of all types. Planning for these factors now will ensure success in the years to come.



Environmental Resources

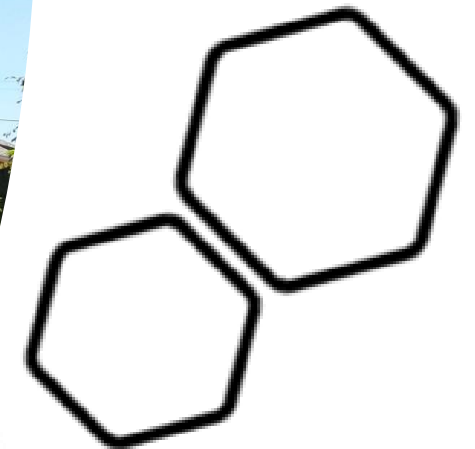
Clarkdale is fortunate to be blessed with a host of environmental resources – clean air, spectacular vistas, a free flowing river, and abundant varieties of vegetation. Mining still takes place in the region, albeit on a much smaller scale than in the past.

Making the most of these resources without exhausting them is key to the future of Clarkdale. This Element will discuss what environmental resources currently exist and plan for their smart use in the future.



Quality of Life

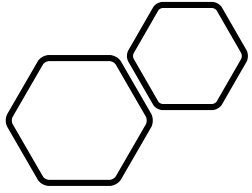
Clarkdale's enviable quality of life is the most oft repeated attribute of the Town. Despite the growth in the Verde Valley, Clarkdale still maintains its small town feel. This group of Elements will lay the foundation for preserving the Town's historic neighborhoods while planning for new housing, recreation, and educational opportunities for all.



Community Design is more than the layout of streets, roads, homes, and businesses. It includes the intangible elements of sense of place, context, configuration of buildings, and consistency in materials. It also balances the built environment with new infill projects, carrying forward the design elements that knit new construction with the old.

Community Design & Historic Preservation

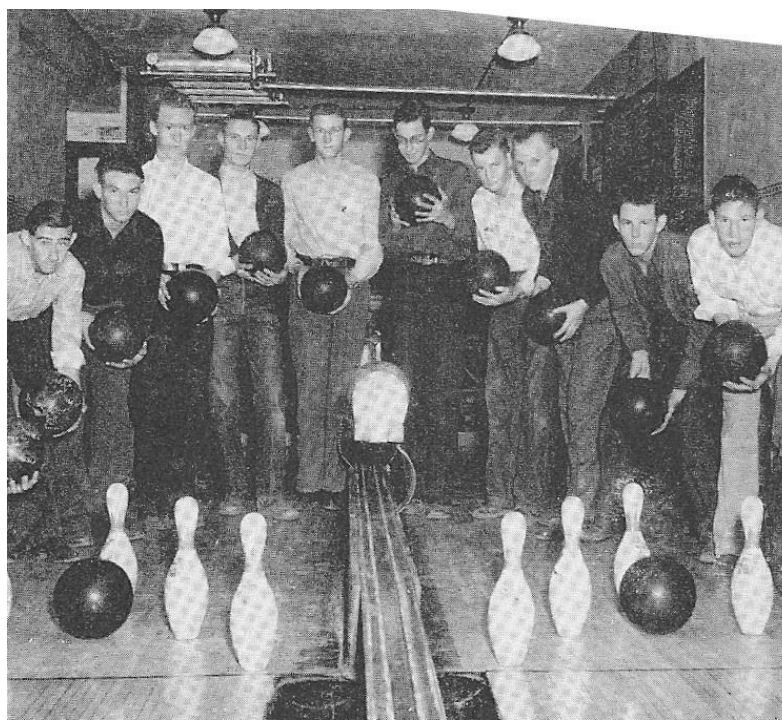




Recreation

Since the Town's earliest days, recreation has played an important role in Clarkdale's quality of life. From community-wide activities at the Clubhouse to hiking, biking, and kayaking, the citizens of Clarkdale have always enjoyed a broad array of activities. Access to Prescott National Forest, Tuzigoot National Monument, Sycamore Canyon, the Verde River, and the Town's parks provide an endless supply of outdoor activities. Perusing the Arizona Copper Museum, Clarkdale Historical Society Museum, and Clarkdale Library serve those interested in a slower pace.

With the creation of a Parks and Recreation department, formalizing a long- and near-term plan to preserve and enhance recreational opportunities is crucial to maintaining Clarkdale's quality of life.

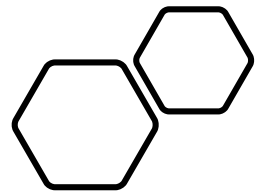




Housing

Like most company towns, housing for employees was central to the design of the community. The ability of corporations to construct housing quickly and efficiently provided homes for their workers on a near on-demand basis.

Demand for housing is as strong as ever. This has created affordability issues in the marketplace, which impacts the community's ability to attract and retain workers across all industries. Addressing policies that affect housing costs will mitigate the impact those costs have now and in the future.



A scenic landscape photograph of a desert canyon. In the center, a prominent hill features ancient stone ruins, possibly a cliff dwelling. The surrounding terrain is rugged, with layered rock formations and sparse desert vegetation. The sky is overcast with dark, heavy clouds. A large, semi-transparent circular overlay is positioned on the left side of the image, containing the title and two bullet points.

Open Space

- Clarkdale is fortunate to be surrounded by so much open space. Prescott National Forest, Tuzigoot National Monument, Dead Horse State Park, and Sycamore Canyon Wilderness Area provide vast, undevelopable areas around the Town's perimeter. Similarly, topographical challenges provide natural buffers that preserve the feel of spaciousness that is prevalent in Clarkdale.
- Linking open spaces with recreational uses contribute greatly to Clarkdale's quality of life. Planning for preservation of these important assets will ensure their presence for generations to come.

Sustainability

Sustainability is very important to the citizens of Clarkdale, and being good stewards of natural resources is critical to maintaining our quality of life. From alternative sources of energy to xeriscaping, Clarkdale supports conservation of the natural environment from project inception to completion.





Education

Clarkdale residents enthusiastically support education – not just K-12, but lifelong learning opportunities as well. Ensuring that there are adequate lands set aside for schools and other educational facilities is critical to continuing the award-winning learning opportunities available in the community. Consideration of the specific needs of educational facilities during the planning process will provide ample space for these uses well into the future.